

lets



**About the client:**

TMI has worked with this pharmaceutical major for 2 years in a row. The challenge in this project was that “N” wanted to recruit small numbers over a distributed geographical area. N called each recruitment location a HQ and its requirement would not be more than 2-3 numbers. The entire recruitment process was taken care of by TMI. In the year 2007, TMI rolled out 700+ offers followed by 400+ offers in 2008.

**About the requirement:**

Offer Year : 2007 & 2008  
 Joining Year : 2008  
 Volume of Hire : 800+ joinees (for both years)  
 Designation : Medical Representatives  
 Location of Posting : Son of the Soil Concept (Knowledge or Language and Local Market was essential)

**About the performance:**

In the first drive, candidates were sourced from 5 states- West Bengal / MP / Chattisgarh / Gujarat / Maharashtra / Jharkhand. 700+ offers were made to ensure number of joinees. The second drive was conducted in Tamil Nadu and Karnataka. At both instances, targets were achieved within 2 to 2.5 months respectively.

**How did N benefit from TMI's expertise:**

<p><b>Speed</b></p> <p>a. Projects, at both instances were completed between 2 to 2.5 months of the contract being signed.                  b. Minimize client travel cost by calling them only for Final Interviews, rest of the process was handled by TMI</p>	<p><b>Quality</b></p> <p>62% of candidates shortlisted by TMI, were finally selected by N despite 3 additional rounds of interviews by the client.</p>
<p><b>Cost</b></p> <p>Competitive commercials, based on joining</p>	<p><b>Service</b></p> <p>Joining targets met. Client was satisfied.</p>

**What we achieved?**

**TMI Scope of work:**

TMI provided a range of services which included - sourcing the candidates, communication strategy, conducting off-campus drives, company presentation, conducting the first round of interview, coordinating the doctors interview round, coordinating the PCT (persuasive communication test) interview round and lining up the candidates for the clients' final interview panel.

*Client References will be provided on request.*

Business Line : Recruitment  
 Service Line : Hiring for a Job  
 Industry : Pharmaceutical  
 Client : India's second largest pharmaceutical health-care company. Lets call this entity 'N'  
 Type : 10+2 / Graduates - Off Campus

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